



State of California

1996 Annual Report

California Division of Tourism
(California Tourism)

California Technology, Trade & Commerce Agency
Lon S. Hatamiya, Secretary

March 1, 1997

Reporting Requirements

Section 15364.54 of the Government Code specifies that on or before March 1 each year, the Director of Tourism shall:

- Present a marketing plan for the upcoming year (*see Appendix A*)
- Assess effectiveness of the previous year's tourism marketing program (*noted within analysis of each program element*)
- Document directly attributable benefits of the previous year's tourism marketing program (*see Directly Attributable Benefits*)
- Measure the annual size in aggregate and by county, for the most recent year, of:
 - travel and tourism spending in California (*see State of the Industry and Appendix B*)
 - travel and tourism employment in California (*see State of the Industry and Appendix B*)
 - travel and tourism generated state and local tax revenues (*see State of the Industry and Appendix B*)
- Identify additional data to be collected to assess further and adequately the benefits of the tourism marketing program (*see Research*)
- Establish standardized and accurate methods to measure annually California's share of domestic and international tourism (*see Market Share*), and
- Report on the income and expenses of the California Tourism Commission with respect to its financial affairs (*see Appendix C*).

State of the Industry

- Travel spending in 1995 (the most recently measured year) grew 4.3%, increasing from \$52.9 billion to \$55.2 billion, the largest gain in four years.¹
- Tourism employment increased 2.8% to 658,000 jobs in 1995.
- The State of California collected \$2.1 billion in taxes from travel spending in 1995, up 7.8% from 1994. Local communities collected \$1 billion in local taxes from travel spending, an increase of 7.4%. Approximately 63% of local tax revenues from tourism come directly from transient occupancy taxes on lodging.

¹ California Travel Impacts by County, 1995, Division of Tourism; 1996.

Market Share

California's market share of domestic leisure travel for the first seven months of 1996 was 10.7%, compared to 10.9% for the same period of 1995.²

Florida edged California slightly to regain the lead in 1995 as the state most visited by international travelers. California captured 25.7% of all overseas travel to the U.S, trailing Florida by a mere 42,000 overseas visitors.

Directly Attributable Results

Generally accepted accountability measures were used to determine the directly attributable benefits of two key elements of the tourism marketing program, literature/fulfillment and advertising. Together, these account for 48% of CalTour's entire budget, or 63% of the direct marketing expenditures within the budget.³

- Literature/Fulfillment - Results of a formal cost-benefit study⁴ determined that CalTour's fulfillment program generated \$43.9 million in incremental spending to the state. This spending created \$1.7 million in state tax revenue. The study established that for every dollar spent sending visitor information to travelers planning trips to California, the state receives \$1.68 in return from travelers who decided to visit or to extend their stay because of having received the information. This spending also generated \$780,000 in local tax revenue, and supported approximately 600 jobs. It has also been determined that of the incremental spending directly attributable to the literature/fulfillment program, \$16.5 million was spent in California's lesser known and under-utilized rural regions.
- Advertising - A study conducted by San Francisco State University Professor of Leisure Studies, Dr. Patrick Tierney, of CalTour's 1996 advertising campaign⁵ established that CalTour's \$2.2 million campaign attracted 785,000 incremental visitors to California, generated \$729 million in new travel spending statewide, stimulated \$27.7 million in new State tax revenues and \$13.3 million in local tax revenues, and supported approximately 8,700 new jobs. This is a return on investment of 327-to-one in increased travel spending and 12-to-one in new state tax revenues. Approximately \$243 million of the incremental spending was spent in lesser known and under-utilized parts of the State.

² D.K. Shifflet & Associates, February 1996.

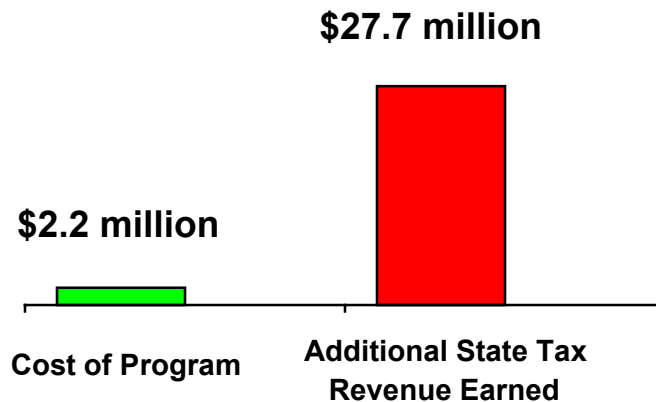
³ Because of the lack of generally accepted methods for calculating visitation and employment directly attributable to every marketing activity, other program elements are evaluated using standard indirect measures of effectiveness, such as the number of trade show contacts made, number of sales mission participants, and dollar value of column inches of positive articles about California attributable to Media Relations program outreach.

⁴ Effectiveness of the California Division of Tourism 1994 Fulfillment Program, Patrick T. Tierney, Ph.D., San Francisco State University, December, 1995

⁵ Effectiveness and Economic Impact of the 1996 Spring CalTour Ad Campaign, Patrick T. Tierney, Ph.D., San Francisco State University, November, 1996

Direct Return on State Investment

CalTour Advertising



Awards

CalTour's Ski California cooperative marketing program was selected by the National Council of State Tourism Directors as being the best international tourism promotional campaign in the United States.

CalTour's 12 regional brochures received the American Recreation Coalition's "Best of the Byways," award for being the finest scenic highway publications in the United States.

CalTour's website, was measured by PC Meter, an independent internet analysis organization, as being the second-most visited travel/tourism domain on the world wide web. Only Travelocity, an online reservation service, exceeded CalTour's site in its reach. CalTour's domain was visited more often than all U.S. airlines or any other state. CalTour's site reached 1% of all people on the internet and had the highest seconds per viewing and minutes per page of any travel/tourism site. The CalTour home page had a third more viewers than did the next most visited state website.

CalTour received the "Access Award" for its assistance to travelers with disabilities. The award was presented by Accessible San Diego, the sole organization in California dedicated to providing services to travelers with disabilities.

Benefit to Lesser-known and Under-utilized Destinations

The California Tourism Commission defines lesser-known and under-utilized destinations as being the State's rural regions and ethnic communities. The rural regions are: Inland Empire, Deserts, Central Coast, Central Valley, High Sierra, Gold Country, Shasta Cascade and North Coast. Ethnic communities are found both in urban and rural regions.

In this program year, \$20,000 was provided to each of the eight rural regions in the form of marketing grants and specific allocations for regional participation in international trade development sales missions and for support of regional tourism publications. Additionally, \$35,000 was allocated for direct production of multicultural (ethnic) tourism programs.

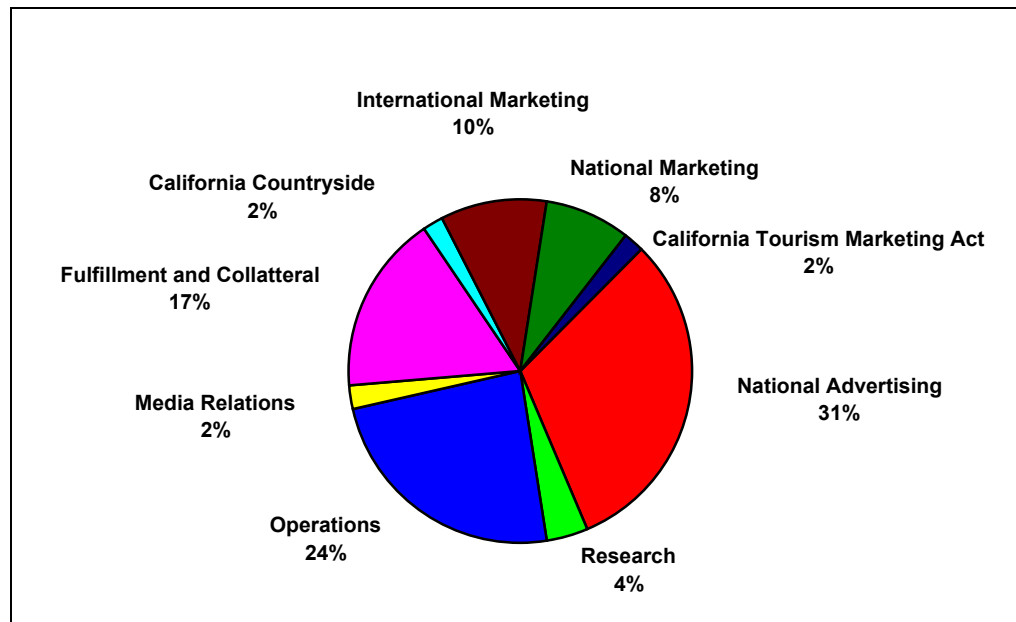
The State's lesser known and under-utilized destinations actually derive more in promotional attention from within all CalTour marketing programs than from the aforementioned specific promotional support. That is to say, the extensive promotional outreach conducted by CalTour nationally and internationally, continually identifies these destinations in ways they could not otherwise afford to achieve on their own. This includes sales representation, editorial coverage, free listings, calendar listings, and advertising at no cost to them.

A content analysis of primary CalTour publications distributed in 1996 indicates the percentage of content featuring lesser-known and under-utilized destinations:

	<u>Distribution</u>	<u>Content</u>
California Travel Ideas (quarterly)	2,000,000	38%
Calendar of Events	300,000	73%
Visitor Guide	444,300	59%
Travel Planner	85,000	51%
Regional Brochures	90,000	66%
Internet	2,550,000	66%

Additionally, lesser-known and under-utilized destinations benefit even when they are not the primary focus of promotional messages. For example, State efforts to increase travel to California gateway destinations from distant markets ultimately benefit lesser-known destinations, because these efforts increase the pool of travelers from which lesser-known areas draw. It is likely that the approximately **\$119.8 million spent by travelers in lesser-known areas** as a direct result of the effectiveness of the State's tourism literature/fulfillment and advertising programs (discussed in the previous section) understates the full impact of State programs.

1996 CalTour Marketing Program



Research

- *The California Travel Barometer* – Distributed to over 1,900 associations, attractions, analysts, researchers and other observers of the state's tourism economy, this monthly report contained figures on domestic and international visitation, highway travel, air arrivals, national park attendance, and currency exchange rates to assist destinations and businesses in understanding travel trends and how to respond to them.
- *California Travel Impacts by County* – An annual analysis of statewide tourism statistics (including financial impact, jobs, state and local tax revenues, transient occupancy tax, and other indices) was prepared for 1994 and preliminary estimates were produced for 1995.
- *Program Evaluation Research* – The 1996 CalTour advertising campaign was evaluated by Patrick T. Tierney, Ph.D., Department of Recreation and Leisure Studies, San Francisco State University. Dr. Tierney's study found:
 - The television advertising campaign reached approximately 6.4 million adults in nearby western markets, and 64.3 million in distant national markets. Interest in visiting California in the next two years increased by almost 16% among those aware of CalTour ads, while it declined 6% in the control markets where the ads did not appear. Intent to visit California in 1996 increased 25% among those aware of the advertising, but only by 1.5% in the control markets.

- The 1996 CalTour advertising campaign, which cost \$2.2 million, generated a projected \$729.3 million in travel and tourism spending, resulting in a statewide return on investment (ROI) of \$327 for each dollar spent. The projected state tax revenue generated from this spending is \$27.7 million, or a 12 to 1 ROI to the General Fund.
- *Domestic and International Market Research* – Reports on domestic and international visitors to California, part of CalTour's ongoing market research efforts, were updated and published.
- *Research Insights* – A quarterly review of market research figures, findings and events was published as a regular feature of CalTour's newsletter, *Insights*.
- *Seasonal forecasts* – Beginning with summer 1996, the research section began forecasting residents and non-resident travel volumes to and through California by season.
- *California Tourism Marketing Act* – Staff and consultants provided extensive research support to the Tourism Selection Committee from March through September 1996. Work continued thereafter on development of procedures for implementing the referendum.

In order to address the increased staff requirements of implementation of the Marketing Act, a new research analyst position, was filled in June 1996. The analyst relieves the Research Manager of handling tourism statistical requests, oversees and contributes to the *Travel Barometer* and *Research Insights* publications, monitors the research contracts, and provides back up for the Research Manager.

- *Research Response* – CalTour's Research Manager, Research Analyst and an intern answered approximately 800 calls for travel and tourism statistical data and sent copies of published reports to an additional 600 requesters. CalTour's research office provided information to destination marketing organizations, local, state and national governments, news reporters, investors, tourism developers, economic development organizations, appraisers, loan officers, marketers, and students.

Cooperative Marketing Support

- Leveraging the purchasing power of the state's \$7.3 million tourism budget, the Division of Tourism raised approximately \$13 million in additional cooperative partner funds to promote travel to California. Cooperative funding was developed from private and other governmental sources in every major category of CalTour's program.

Economic Development

- CalTour participated in the announcement of Disney's plans to open a new theme park and resort development in Anaheim to be called "Disney's California Adventure." The announcement came after four years of assistance to Orange County, the City of Anaheim and the Walt Disney Company. The project involves \$1.4 billion in capital development and creates 14,000 new jobs in Orange County. In addition to Disney's California Adventure, the Gold Rush City project in Lathrop finalized its specific plan

and sought CalTour assistance with local communities and review committees. Other tourism economic development projects in which CalTour was involved included: the World Track and Field Championships, San Jose; Universal City Resort, Universal City; and Las Americas, Los Angeles.

Issue Analysis and Management

- *California Tourism Marketing Act* Implementation – CalTour conducted 20 public meetings, gathering information to assist the Tourism Selection Committee in writing its report on the basic elements to be contained within the California Tourism Marketing Act referendum. CalTour also provided administrative and analytical support to the Tourism Selection Committee. Following the publishing of the Selection Committee report, CalTour worked with the TCA legal staff and the Franchise Tax Board to develop methods of implementing a referendum of 300,000 California businesses. This referendum will follow two registration form mailings that will pare down this number of businesses to 50,000 voting businesses that will vote whether to approve industry self-assessment in spring, 1997.
- *Legislative Analysis* – CalTour provided analysis of numerous state and national tourism issues for the Governor, State Legislature and travel industry. Among them were: clean-up legislation on the California Tourism Marketing Act (TCA supported -- approved), the Los Angeles County Tourism Marketing Act (TCA neutral -- failed), clean-up legislation on the sellers of travel act (TCA supported -- approved), new legislation regarding unbundling of vehicle license fees for rental car companies (TCA supported -- approved), new legislation to provide for tourism education management within the Department of Education (TCA supported -- approved), and changes to the federal Passenger Vessel Services Act that will allow foreign cruise ships to visit successive U.S. ports not served by U.S. cruise ships (TCA supported -- ongoing).
- *Western States Tourism Policy Council* – Comprised of the state tourism directors of the 13 western states, WSTPC addresses major tourism issues of importance in the West. In his capacity as Vice-chair of the council, the Deputy Secretary for Tourism was called upon to address the Council of State Governments in November on the worth of state tourism promotional programs and how to measure their effectiveness.
- *Western Summit on Tourism and Public Lands* – A WSTPC project, CalTour helped coordinate a major joint meeting of tourism and public lands managers at South Lake Tahoe in September. The summit satisfied a key White House Conference on Travel and Tourism recommendation that state tourism offices conduct conference on natural and cultural tourism. Approximately 400 tourism leaders from across the West attended the summit, including several senior officials from Washington, DC. Numerous recommendations have resulted. The Deputy Secretary for Tourism authored the summit's white paper on Access.
- *Western Summit on Cultural Tourism* – Similar to the summit on public lands, CalTour is helping coordinate a second WSTPC summit on cultural tourism that will occur in March, 1997. WSTPC and the American Association of Museums are lead sponsors. The Los Angeles Convention and Visitors Bureau is providing significant support and the California Arts Council is supportive. The conference's aim is to bring tourism and arts/cultural groups together in order to increase mutual economic opportunities.

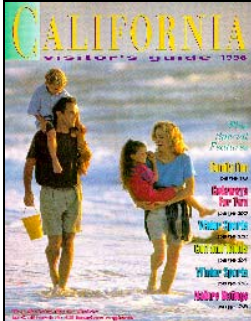
- *US/Japan 2000* – With the closure of USTTA, California was one of a few U.S. states to honor its financial commitments to this bi-national effort to double tourism between the US and Japan by the year 2000. A guidebook on US destinations and a book of new tours were published as the final projects of this promotional effort.
- *California Conference on Tourism* – CalTour helped plan and conduct the annual California Conference on Tourism in cooperation with the California Travel Industry Association.
- *California Tourism Awards* – CalTour presented 15 awards for excellence in tourism, including awards for marketing activities, and tourism educator. The California Tourism Hall of Fame, honoring Californians who have made exceptional contributions to the identification of California as a travel destination, was expanded to 152.
- *Multicultural Tourism* – Production of a documentary about California's ethnic communities was continued. However, after recurring missed deadlines and off-target story boards by the filmmaker, CalTour, upon consultation with the CTC Multicultural Tourism Committee, concluded that much of the film shot so far was not useful in attracting tourism to ethnic destinations, that much of it was not of broadcast quality and that the filmmaker was taking too long a time to complete the project. The committee agreed with CalTour that the filmmaker was probably ill-suited to produce a travelogue for broadcast, though he had good credentials on local artistic and ethnic film assignments. However, the committee felt the project should not be discontinued. Committee members recommended that the film shot already should be salvaged where possible, combined with stock footage available from other sources and the project moved to a production company with greater experience in producing and airing travelogues.
 - CalTour increased the number, positioning and visibility of minorities seen its publications.
 - Ethnic events continued to be emphasized in CalTour's Calendar of Special Events and on its internet home page.
- *California Sesquicentennial* – CalTour participated in planning for the 150th anniversary of California's gold discovery to statehood. A staff member was assigned as key contact with the California Gold Discovery to Statehood Sesquicentennial Commission and the Deputy Secretary for Tourism served as a member of the Commission.

Crisis Response

- The California Division of Tourism provided travel industry communications support in the aftermath of the federal shutdown of national parks, road closures, rock slides and wildfires in Idylwild, Lake County and Yosemite.
- Media updates were sent by fax and news wire services to the travel media and to the U.S. Department of State, U.S. Office of Tourism Industries and international offices of CalTour and TCA.
- Members of the CalTour staff met with affected communities and provided guidance as to crisis response.

Fulfillment and Collateral

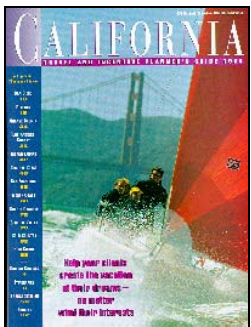
- Visitor requests for information packets increased 16 percent to slightly more than 305,000 inquiries. Of that total, CalTour advertising generated 147,580 requests for information. CalTour's fax-on-demand decreased 18 percent to slightly more than 41,600 requests. In addition to consumer inquiries, CalTour fulfilled more than 4,000 individual requests from the travel industry for *Travel Planner's* and more than 12,000 guides in bulk shipments to trade shows and CalTour's overseas contractors. Approximately 60,000 *Travel Planner Guides* went out to travel industry professionals nationwide in a mailing by Meredith Custom Publishing, producers of the guide.



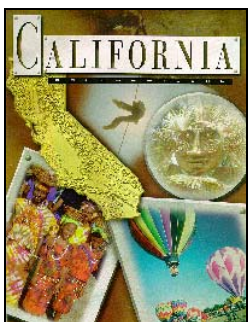
- Approximately 305,000 copies of the *California Visitors Guide* were sent to visitors planning California vacations. More than 60,000 guides went out in bulk shipments to tour operators, travel agents, DMOs and CalTour's overseas contractors. The guide was funded through advertising. The publication proved so popular that, in September, CalTour did a special reprint of 80,000 copies to fulfill anticipated visitor information requests for the remainder of 1996.



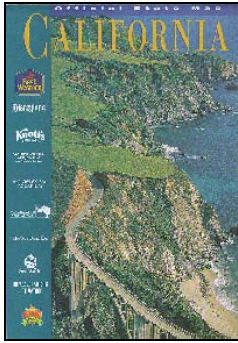
- Two million copies of CalTour's quarterly travel magazine, *California Travel Ideas Magazine*, were distributed to travelers at California's 16 agricultural border stations; California Welcome Centers, convention and visitor bureaus and chambers of commerce; Travelers Aid Offices; and Alamo car rental agencies. Advertising revenues underwrote the cost of producing the magazines.



- CalTour's annual Travel Planner's Guide was distributed to 85,000 professional travel agents, tour operators and meeting planners. These guides were paid for by advertising revenues.



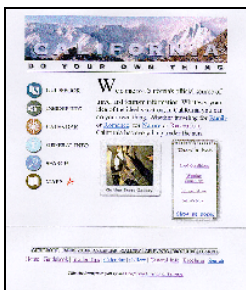
- Some 1,000 California events were listed in the state's Special Events Calendar, 300,000 of these calendars were shipped to travelers considering California vacations. The calendars include special identification of ethnic festivals and events.



- CalTour distributed 150,000 copies of a California map provided at no cost to CalTour by *Sunset Magazine*. By the end of June 1996, CalTour was completely out of maps and *Sunset's* 1997 map was not scheduled for printing until April 1997. CalTour contracted with Magellan Geographix to produce a new full-size state map and 12 new regional maps. CalTour printed one million copies of the new map: 400,000 copies were bound directly into California Visitor's Guides; 150,000 copies will be distributed by Best Western, co-sponsor of the maps; approximately 185,000 copies will be distributed to visitors entering California through 10 California agricultural inspection stations; and the remaining 265,000 copies will be

distributed by CalTour to California Welcome Centers. CalTour's investment in the map was only \$12,900. All other costs were sponsor-paid.

- Approximately 90,000 copies of CalTour's 12 regional brochures were distributed at consumer shows, trade shows and on sales missions. Additional bulk orders were placed by tour operators, travel agents and California Welcome Centers convention and visitor bureaus and chamber of commerce.
- Several hundred copies of CalTour's *California Adventures & More* -- a comprehensive guide to difficult to locate tourism activities and outdoor adventures such as: white water rafting, hot air ballooning, sporting events, disabled organizations, vacation home rentals, native-American cultural sites and industrial tours -- were distributed to travel agents and tour planners. The guide is currently being updated and will be professionally reproduced in 1997. The guide also is available on CalTour's website.
- The fulfillment contract with DataTel of San Francisco was extended to its second year, after a successful transition. Response time, telephone answering techniques and reporting services were improved.



- CalTour's website at: <http://gocalif.ca.gov>, averaged 7,000+ hits per day and, at peak, received over 15,000 hits per day. Virtually thousands of state and federal agencies, DMOs and attractions are now linked to the site, providing travelers with a central location to find travel planning information about California. CalTour's website, was measured by PC Meter, an independent internet analysis organization, as being the second-most visited travel/tourism domain on the world wide web. Only Travelocity, an online reservation service, exceeded CalTour's site in its reach. CalTour's domain was visited more often than all U.S. airlines or any other state.

CalTour's site reached 1% of all people on the internet and had the highest seconds per viewing and minutes per page of any travel/tourism site. The CalTour home page had a third more viewers than the next-most visited state website.

National Marketing

- *Promotion of Lesser-known and Under-utilized Destinations* – The California Tourism Policy Act specifies that CalTour shall promote travel to California's lesser-known and under-utilized destinations. The California Tourism Commission defines these as being the state's rural regions of the Inland Empire, Deserts, Central Coast, Central Valley, Gold Country, High Sierra, Shasta Cascade and North Coast, as well as ethnic tourism (multicultural) and cultural tourism (arts and culture) found primarily within urban areas. Approximately half of CalTour's \$7.3 million budget promoted travel to lesser-known or under-utilized destinations within California.
- *California Countryside Grants* – CalTour allocates \$10,000 each to eight regions identified as "rural destinations" (Inland Empire, Deserts, Central Coast, Central Valley, High Sierra, Gold Country, North Coast and Shasta Cascade) for regional marketing. The funds encourage competing destinations marketing organizations (DMO) within the regions to come together and market collectively. This stimulates cooperative marketing by the DMOs within each of these regions. Additionally, CalTour earmarks \$5,000 specifically for participation in one of the State's international marketing sales missions. All regions elected to participate in the European mission providing them with the opportunity to target European travel planners which they would not otherwise have done. This results in expanded awareness by travel planners of what is available in rural California.
- *Ski California* – Five years ago, CalTour proposed to California's ski industry that it saw opportunities to promote California skiing in markets that the 38 California ski areas had not previously promoted. CalTour suggested promoting ski packages to the sun-starved British market. CalTour suggested that if Britons would fly to the U.S. to ski, they'd probably also want to see a bit of the U.S. and reckoned that California would be a good place to do it. The California Ski Industry Association (CSIA) agreed and together with CalTour support, began a cooperative marketing program.

In the winter of 1993, the first year of the promotion, 500 Britons were attracted to ski California through this promotion. In 1994, 3,500 came. 8,000 British skiers vacationed in California's High Sierra in 1995 and 12,000 in 1996. Bob Roberts, president of the California Ski Industries Association reports that reservations resulting from this effort have literally filled "Mom and Pop" motels at South Lake Tahoe with midweek winter business. In the current winter of 1997, Mr. Roberts estimates that 20,000 British skiers and snowboarders will enjoy California's snow. Virgin Atlantic Airways says of that number, 13,000 will fly on their package. When coupled with the growing programs of major UK tour operators, it all adds up to a significant piece of business. With stays averaging 10 days and expenditures of \$200 per , the British market is not contributing over \$40 million directly to California's rural economies from this program alone. And, these British visitors are not just skiing California, they're seeing California with additional visits to the Napa Valley, San Francisco, Los Angeles and all places in between.

The CSIA resorts are also expanding – in conjunction with CalTour, their international marketing into Argentina, Chile, Brazil, Australia, New Zealand, Japan, Germany and Holland. Winter sports enthusiasts in these countries have the time, the disposable income and the interest. Working closely with CalTour and other California attractions and airline partners, the CSIA has developed an effective presence in these countries. CSIA resorts and CalTour collaborate to enhance the state

presence in consumer shows in London, Manchester, Glasgow, Amsterdam, Sao Paulo and Buenos Aires.




To stimulate domestic interest in California as a winter destination, CalTour and the CSIA cooperatively publish "California Snow." This stylish, contemporary magazine highlights the advantages of several of alpine skiing, cross country skiing and snowboarding in California. Over 200,000 copies of the magazine are distributed to travelers who are planning California winter vacations in out-of-state ski shows and events, as a response to direct inquiries, as part of the State's winter visitor information packet and at select ski and sports shops in the West. California Snow is also printed in Spanish and distributed to over 8,000 travel agents in Argentina and Chile.

By providing marketing leadership and seed money for cooperative marketing, CalTour stimulated California's highly competitive ski areas to work together attracting skiers to the state from outside its borders.

- **Consumer Shows** -- CalTour attended and distributed statewide and regional promotional materials at the Orange County Register Travel Show, the Los Angeles Times Travel Show and the Seattle Travel Show. Representatives from the rural regions were invited to join CalTour representatives at these shows, at no additional cost to them, so that they could promote their respective areas.
- **California Welcome Centers** -- From the passage of SB1983 in 1993, California Welcome Centers are open and operating in Kingsburg, Rohnert Park and San Francisco. The latest facility opened at Pier 39 on Fisherman's Wharf. Opening in the spring of '97 will be a California Welcome Center at Ontario, followed in the summer of '97 by one at Anderson near Redding. Future California Welcome Centers include Barstow and Yreka. The California Welcome Center program is self-sustaining.
- **Advertising** -- CalTour evolved its highly successful advertising campaign, which was introduced in 1994. While the core message continued to emphasize the diversity of vacation experiences available in California (Family, Romance, Nature and Recreation), a new advertising theme was introduced that reinforces the concept that "no matter what your idea of the ideal vacation, California has it." The new theme was, in line with America's current interest in retro advertising, an old line used in a new way... *"Do Your Own Thing."* This line was supported by the concept that, *"In California, do your own thing isn't just a philosophy. It's a promise."* (See Appendix D)

DO YOUR OWN THING.SM



In the wine country, life moves along at the pace of the seasons. For a bit quicker pace, the locals recommend all-terrain vehicles such as these. It's up to you. Whatever kind of vacation you're looking for, you'll find it in California. We'll prove it. With free insider vacation tips by fax or mail on Romantic Getaways, Nature Outings, Family Fun, and Recreation of all kinds. Just call us.

ROMANCE

1 - 8 0 0 - G O - C A L I F

<http://gocalif.ca.gov>

Spot television was used to target top visitor markets (New York, Dallas, Seattle, Denver, Portland, Salt Lake City, Tucson, Minneapolis and Phoenix). National coverage was achieved through consumer magazine advertising with half-page, full-color ads running in 10 key publications. CalTour also launched a new design for its internet website <http://gocalif.ca.gov> that was fully integrated into the advertising campaign.

The advertising continued to generate interest in California and drive response to CalTour's toll-free number (1-800-GO-CALIF), where immediate travel planning information was available via fax-on-demand technology. The campaign generated a total of 129,944 calls, exceeding CalTour's goal of 91,500 by 42%. Use of the fax-on-demand service also increased from 25% of callers in 1995 to 31% in 1996... continued evidence that consumers thrive on immediate travel planning information.

- "California" IMAX – Preparation and planning is underway to create and distribute a 40-minute, 70mm-format IMAX film about California in 1998, the first year of the state's three-year Sesquicentennial celebration. CalTour is underwriting the story and sponsor development of the project which will be underwritten largely by private sector sponsorships.

IMAX films are seen in specially designed theaters with massive motion picture screens that provide for a very realistic impression of motion. These theaters are primarily located in museums around the world. One of the most famous is at the Smithsonian Air and Space Museum in Washington, DC. These IMAX theaters are constantly looking for new films to show which will attract audiences. California's film is being produced by the award-winning IMAX film-making company, McGillivray-Freeman, based in Southern California.

California will be shown in Japan, Mexico, Canada, the UK, Australia, Germany, Korea, and Taiwan as well as many other countries... all of which generate significant tourism to California. Additionally, the film will be seen in many U.S. IMAX theaters,

including several inside California. During its first five years, the film is projected to be viewed by 5 million people. This audience is typically older, college educated, of mid to upper income and likes to travel... an appealing market for California tourism.

By 1998 when the film opens, there will be more than 200 "large format" theaters worldwide. The value of presenting "California" in IMAX scale, which is up to eight stories in size, is that the film totally involves the audience in the images, sounds and emotional impact of our state, encouraging them to experience it first-hand.

Accompanying the IMAX film, in twelve foreign markets will be a touring exhibit called "The California Experience". This exhibit provides a platform on which California companies will showcase their products to theater goers. Coordinated by the California Trade and Commerce Agency, the exhibit will consist of an imaginative series of static and interactive displays covering a total of between 3,000 and 5,000 square feet. In theme with the California Sesquicentennial, the exhibit will highlight California's past illustrious history and its exciting prospects for the next millennium. Themes include "Pioneers, Past & Present," "California Tomorrow Today," "Hollywood and the Arts," "The California Spirit," and "Health and Education." The exhibit will be like a mini, mobile California Worlds Fair, traveling to various countries and destinations, showcasing our products, people and economic opportunities.

Both the IMAX film and the touring exhibit will be previewed to the media, travel trade and government, community and business leaders in the foreign countries where it shows. "Hollywood-styled" premieres will showcase California and its many qualities for vacationers and commerce, in ways that cannot be duplicated by other states or destinations.

- *Cultural Tourism* – In late 1995, the White House Conference on Travel and Tourism identified a key recommendation that states conduct summits on cultural tourism by the end of 1997. CalTour in close cooperation with the Los Angeles Convention and Visitors Bureau, the Western States Tourism Policy Council and the American Association of Museums is developing such a conference to occur March, 1997 in Los Angeles.

Additionally, CalTour, with the Los Angeles Convention and Visitors Bureau, the California Arts Council and cultural tourism counterparts in San Francisco and San Diego began development of 16 themed itineraries for 9 to 15-day cultural tours within California. These tours will be available in four languages. The coalition is the largest cultural tourism marketing effort yet formed in the US.



- The *Fun Spots* - In 1996, the Fun Spots, a marketing cooperative of eight of California's largest attractions⁶ coordinated by CalTour, concentrated its combined sales efforts on the western United States, excluding California. The group implemented a year-long program featuring a California Fun Spots Card which offered special savings of value-added features to visitors at each of the attractions. During the first quarter, the Fun Spots card was delivered in western regional editions of *Time*, *People* and *Entertainment Weekly* magazines. The card was also delivered throughout the year in the *California Visitor's Guide*. Each card was valid for use by up to six persons and the attractions reported that the Fun Spots cards were used over 31,800 times during 1996. The card program will be repeated and expanded in 1997.

- **National Tour Association** -- CalTour continued its sponsorship and support of the highly successful *Team California* marketing effort of California exhibitors at National Tour Association (tour operator) trade shows and meetings in 1996. Under a new name, "*California Connection*," this team of more than 100 California companies gained exposure and positioned itself as the state marketing program to emulate by accomplishing the following:
 - Was the sole sponsor of NTA's prestigious Leadership Luncheon at NTA headquarters in Lexington, KY which provided exclusive entry to NTA's most influential members,
 - Was a member of the Roundtable meeting sponsored by the San Diego Convention and Visitors Bureau, again reaching NTA leadership,
 - Sponsored the Tour Operator Retreat finale dinner in Norfolk, influencing key tour operators,
 - Sponsored the National Tour Foundation scholarship program, demonstrating California's commitment to professionalism within the tour industry,
 - Sponsored TourPac to open communications with independent motor coach owners,
 - Conducted annual in-state meetings and educational sessions to bring California's tour suppliers together and raise the effectiveness of the industry's tour sales efforts,

⁶ Fun Spots members include: Disneyland, Knott's Berry Farm, Sea World of California, Universal Studios Hollywood, San Diego Zoo, San Diego Wild Animal Park, Monterey Bay Aquarium and Marine World Africa USA.

- Developed Gold, Silver and Bronze sponsorship levels, to allow large and small California companies to gain exposure before this valuable market.



- Created a major promotion at NTA's annual meeting, featuring California's film industry under the theme, "You Oughta Be In Pictures".⁷ The promotion used a fun movie trivia contest and valuable prizes to stimulate NTA supplier interest in meeting and getting to know California suppliers. It generated high tour operator interest in meeting California suppliers.
- Was successful in getting Los Angeles selected as the site of the 2002 NTA Annual Convention.
- *Introductory Video* – A new, four-minute sales video depicting California's varied destinations and types of vacations was produced for presentations to the domestic and international travel trade. The video is a fast-paced opener and uses the catchy rock 'n' roll song "Holiday Road" accompanied by images from the "Postcards From California" theme used in CalTour trade development marketing. The new introductory video has received positive response from the state's tourism industry representatives and from travel agents, tour operators and incentive planners who attend State-sponsored sales missions and trade shows.
- *Sales Video* – A new twelve-minute video for presentation to travel agents, tour operators and their clients was developed. This longer video details each of the State's twelve tourism regions and highlights the diversity of travel experiences to be found throughout the state. It is an educational piece used to give more information about the size and diversity of the state. The sales video is available in English, Japanese and German.
- *Multicultural Tourism Video* – Production of a video about multicultural experiences within California was stopped at the request of CalTour after outtakes from the selected producer were not deemed by the multicultural tourism committee to be of satisfactory quality for broadcast. The committee decided to proceed with the production of a broadcast quality video about the richness of travel experiences to be

⁷ This contest featured 20 California locations where famous films were made. The locations appeared on four-color game cards (similar to trading cards). Each card had an image of a participating California supplier on the front side and the supplier's description, a California film trivia question and an answer to one of the other cards' trivia questions on the back side. By collecting all 20 cards, buyers also got all 20 answers. Those answering all 20 questions correctly were eligible to win \$1,000 cash. Two runners-up won video cameras. The contest stimulated NTA tour buyers to seek out California suppliers to collect all 20 cards. This introduced buyers to California suppliers in a friendly way and underscored the diversity of California's travel destinations and rich film history.

found in California's ethnic communities, by using another producer, salvaging what can be used from the footage already shot and supplementing it with stock footage from stock houses and available from DMOs and attractions.

International Marketing

Sales Missions

The California Division of Tourism coordinated travel trade sales missions in key international markets. A laptop computer presentation was produced and used as an educational element in an advanced technical format that was highly acclaimed by the travel trade community in each country as well as California travel industry participants. Presentations were interpreted into the appropriate local language and presented by an in-country representative. In addition, a new four-minute video was produced that is an entertaining, high-energy piece to create excitement about California and its diversity.

- *Mexico-Expo Vacaciones* - February 4-8 - An economic downturn in Mexico caused the delegation to the 1996 Mexico sales mission to be much smaller than in the previous year. Due to the reduced number of California participants, the event was changed from the previously typical tour operator function to a press/media breakfast. Fifty three reporters and editors attended the breakfast and interviews with many California delegates were conducted, generating stories in major trade newspapers and magazines. In addition, appointments were made for interviews at later times with both press and radio. CalTour coordinated the California section design at Expo Vacaciones utilizing the "California Cruising" theme. To increase exposure and expand on the theme, CalTour arranged that a 1966 Mustang convertible with California license plates and decorated with California balloons deliver the US Ambassador, Minister of Tourism-Mexico and the Director of USTTA-Mexico Office to the opening ceremonies at Expo Vacaciones. Cooperative funding: \$36,500
- *Europe* - March 3-8 - CalTour lead representatives from twelve California companies on a sales mission to Amsterdam, Paris and Milan in 1996. This was the first time in two years that a California mission went to France or Italy and the first time ever for the Netherlands. In Paris, CalTour hosted functions and educational seminars at the American Embassy for 27 tour operators/media and 112 travel agents. In Amsterdam 47 tour operators/incentive planners/media turned out for a similar program. In Milan, CalTour hosted a movie premiere and dinner for 118 travel trade representatives. California wine tasting was conducted at all three events. In response to an incident that occurred on this program, CalTour instituted standards of conduct for all participants on sales missions. Cooperative funding: \$145,700
- *South America* - April 13-20 - CalTour organized the presence of ten companies at the Visit USA Show in Brazil and the Destino USA Show in Argentina. Over 4,000 travel trade attended the shows in each city. In both countries, interest in California by the travel trade was extremely high and a large number of promotional materials were taken. The California delegation hosted a function and educational seminar for key tour operators/media in Sao Paulo and in Buenos Aires. Travel from South America continues to increase annually due to efforts such as these and additional flights directly into California. Cooperative funding: \$147,700
- *Canada* -September 9-13 - To launch the 12th annual California Dream Days promotion and further support the airline sponsor's (Air Canada) service between

Vancouver and California, the 1996 sales mission to Canada focused exclusively in British Columbia. A breakfast/seminar/trade show was held in three cities (Victoria, Vancouver and Surrey/Langley) and attended by over 200 travel agents. In addition to the retail program in Vancouver, a special function was hosted for over 50 tour operators, incentive planners and media. CalTour introduced the new "Postcards from California" theme and incorporated its artwork into booth theming, room decor, video, presentation, posters, etc. Cooperative funding \$46,750.

- *World Travel Market (WTM)* - November 8-15 - CalTour strengthened its global partnership with United Airlines by teaming up at World Travel Market for the second, consecutive year. The two organizations, with support from twenty-seven California suppliers, hosted California's 9th annual movie premiere and luncheon for over 125 top-producing tour operators and travel agents from throughout the U.K. At WTM – the largest English-speaking travel trade show in the world – the California Wine Institute (London), Kautz Ironstone Vineyards and the Tri-Valley CVB coordinated a daily tasting of California wines at California's stand. Cooperative funding: \$292,950.

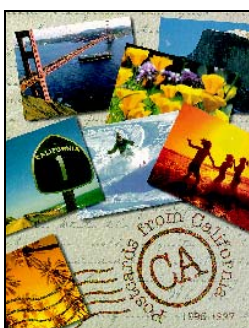
Trade Shows

CalTour representation at major international travel trade shows serves to unify the state's travel industry, by creating common display themes where California suppliers are present and sustains California interaction with the international trade where California suppliers are absent. Often, CalTour assists California companies in distributing their sales materials through a California booth, when they cannot attend the trade show. This extends the visibility of these California travel destinations and companies to markets they would otherwise not be able to reach.

- *FITUR* - January 24-28 - After three years of membership in the Visit USA Committee in Spain, CalTour elected to participate in the key travel trade exchange for this quickly growing market. CalTour's participation in the show was disappointing as few qualified buyers visited its booth, though many consumers were attracted to the stand to obtain information for their personal trip. The Spain buyer, though increasingly selling the Western U.S., is not at a stage of buying directly and continues to utilize those programs/itineraries currently offered by receptive operators which can be contacted through other means. It is because of this development that CalTour recommend not attending FITUR in 1997 and beyond, until the buying pattern change to support revisiting the exhibition.
- *Visit USA Seminar, The Netherlands* - March 6 - After joining the Visit USA Committee in The Netherlands, CalTour participated in the organization's annual one-day travel trade exchange. CalTour was well received in it's first year and conducted 10 appointments with trade and media representatives from throughout the country. Immediately prior to attending the exhibition, CalTour conducted 8 joint sales calls on incentive companies in Amsterdam with a representative from the San Francisco Convention and Visitors Bureau. CalTour was the only California organization present.
- *Visit USA Seminar, Benelux* - March 7 - After belonging to the Visit USA Committee in Belgium for the past five years, CalTour attended the organization's one-day travel trade exchange for the first time. Supplier participation in the exchange was strong with buyers from throughout the U.S., California and Benelux tour operators occupying tables. Travel agent traffic was steady with approximately 405 visitors

attending. CalTour shared an exhibition table with a representative from the San Francisco Convention and Visitors Bureau. Revenue saved = \$200.

- *International Tourism Exchange, Berlin (ITB)* - March 9-15 - For the second consecutive year, CalTour exhibited at the world's largest travel trade exhibition with both trade access *and* consumer access. Materials distributed included thousands of CalTour's German Language Brochure/Map, mass quantities of each of the 12 regional brochures, the State Parks "Escapes" guide, publications from 8 industry partners and a one-page resource sheet providing contact details for key travel information sources such as the National Park Service, California Bed and Breakfast Innkeepers, rural regions and the CA Hotel & Motel Association. More than 200 travel trade and media representatives were contacted and at least one program (whale watching in the Central Coast) was developed due to CalTour's presence at ITB. Revenue generated through brochure distribution fees = \$2,800.



- *La Cumbre* - August-18-25 - In its continuing effort to win the bid to host this premiere travel trade exchange in the year 2000, CalTour once again coordinated a substantial supplier exhibition area and tour operator special event. CalTour themed the entire California section, which included 35 California based suppliers booths, with its "Postcards From California" decor. Of the exhibiting CA suppliers, 28 were successfully recruited to sponsor a wine tasting event for approximately 65 travel trade and media representatives from Latin American countries. Each attending buyer was provided a fact sheet indicating details of wine tasting areas throughout the state and proximity to gateway cities. CalTour also conducted 29 appointments out of a possible 30 during the exhibition. Collective sponsorships amounted to more than \$10,000.
- *European Incentive Business and Travel Market (EIBTM)* - May 21-23 - CalTour assisted in the organization of a California presence at this key exchange targeting incentive, conference and group travel buyers. Twenty-two California suppliers were present on the stand and conducted some 225 meetings with potential clients. To increase buyer traffic during the show, CalTour conducted a pre-show mailing to buyers from key markets inviting them to taste premium varietals and inform them of the suppliers present on the stand.
- *Discover America International Pow Wow* - June 8-12 - CalTour was present in force at this year's key international travel trade exchange with all three of its foreign office representatives as well as six staff members. Approximately 198 meetings with travel trade and media representatives were conducted during the three days of business sessions. The foreign representatives played a key role in recruiting appointments for CA suppliers prior to the event as well as helping direct buyers to lesser known suppliers during the show. CalTour unofficially retired its collection of blue banners which have been used for the past four years and released a colorful bright yellow replacement. The banners serve an important purpose in identifying a CA suppliers amongst the hundreds of other exhibitors from throughout the U.S. as while provides a sense of unity for the delegation.
- *World Theme Park and Resort Fair* - July 18-21 - An exceptional offer was negotiated by CalTour's Japan representative for participation at this popular consumer show. In addition to a 50 percent reduction in each booth fee, 3 complimentary confirmed business class tickets round-trip CA-Japan were secured. Due to this special offer,

20 CA suppliers attended this exhibition for the first time which was attended by more than 132,000 potential travelers and was covered by 7 television stations, radio stations and numerous newspapers and magazines. In addition to exhibiting at the show, the delegation conducted a press conference in Tokyo, travel agent educational seminars with United Airlines, numerous sales calls on key Japanese operators and meetings with vital Japan travel organizations.

- *VUSAMART* - September 9-13 - Though this show focuses on the key markets of Asia, the quality of the buyers has diminished in recent years, thus warranting CalTour to be represented by its Japan representative who is invited to attend each year on a complimentary basis due to his association with the Agent Kai organization. Twenty-one appointments were completed with Japanese tour operator representatives.
- *Pow Wow Europe* - September 16-18 - CalTour created the largest presence ever for the state at the 1996 exhibition by recruiting key destinations to exhibit and participate in a series of educational seminars for the attending tour operators. CalTour successfully recruited representatives from Los Angeles, San Francisco, San Diego, Anaheim/Orange County, the Central Coast and the Deserts to conduct six educational seminars, reaching more than 100 tour operators. More than 75 meetings with tour operators were conducted by the eight supplier representatives during the 1 ½ days of business sessions. Co-operative booth sharing saved each participant a minimum of \$1,500 each. CalTour generated revenue of \$2,100 through brochure distribution.
- *Visit USA Fair, Korea* - October 21-23 - CalTour organized a small CA presence by sharing booth space with Disneyland, Universal Studios and Marine World Africa USA. The group also partnered together to host 15 representatives of top producing tour operators for an event. By organizing the shared booth space, CalTour saved each partner more than \$1,700 in booth rental fees. CalTour also generated \$1,050 in brochure distribution revenue.
- *World Travel Fair* - December 6-8 - CalTour was represented at this major consumer/trade fair in Tokyo by its Japan representative. (follow-up report not yet available)
- *Alliance of Canadian Travel Agents (ACTA)-BC/YUKON Travel Showcase*, Vancouver, British Columbia - September 16-17 - CalTour made the most of its membership in the Alliance of Canadian Travel Agents by attending the ACTA-BC/YUKON Travel Showcase held annually in Vancouver. Approximately 400 travel trade representatives attended the show which are pre-qualified due to admission fees and ACTA membership requirements. Participation in the show, which immediately followed the CalTour sales mission, proved an excellent opportunity to further promote the California Dream Days campaign and reinforce California's presence in the Canadian market place. Four companies participated in the brochure distribution offered by CalTour. Cooperative funding: \$1,400
- *USA Today Shows, Chile and Argentina* - October 9-11 - Because of Chile's stable economy and increase in direct routes to California, CalTour exhibited in the one-day workshop in Santiago with approximately 400 travel trade attending the show. CalTour also exhibited at the one-day show in Buenos Aires which drew nearly 2,000 attendees. Both shows were USA suppliers only exhibiting. In addition to CalTour, only two other representatives from California were present. South America's

continued growth as an emerging market for California was the basis for attending these popular travel trade exhibitions.

- *Congresso Brasileiro de Agencias de Viagens (ABAV Congress), Brazil* - October 12-14 - For the first time, CalTour participated in the annual ABAV travel trade show in Brazil with over 14,000 travel trade representatives in attendance. With Brazil demonstrating a strong increase in outbound tourists and continued growth into California, it was an excellent opportunity to bring additional exposure to California as a major tourism destination. Three representatives from California companies also exhibited at ABAV.

Familiarization Tours

- *Air Canada* - February 21-26 - CalTour conducted this fam tour as part of the follow-up to joint sales calls with Air Canada that were conducted with six CA suppliers in Montreal in October 1995. Air Canada selected 14 of its top-producing retail sales agents from throughout Montreal to experience an itinerary that included Anaheim, Newport Beach, San Diego and Palm Springs. Approximate host value is \$24,623.
- *United Kingdom/American Airlines* - February 20-27 - This program has become an annual event due to the initiative of CalTour's UK representative. This year, 11 tour operator representatives participated on an itinerary that included San Diego, Palm Springs, Anaheim, Buena Park, Laguna Beach and Los Angeles. Approximate host value is \$36,708.
- *United Kingdom/Virgin Atlantic Airways* - March 13-20 - This fam has also become an annual event due to the initiative of MSTT. The airline selected 11 representatives from its top selling tour operators to experience San Francisco, Santa Cruz, Monterey, Sacramento, Sonoma and Oakland. Approximate host value is \$41,000.
- *United Kingdom/Major Travel* - April 16-24 - Major Travel represents one of the UK's largest tour operators and they selected 10 representatives from their top selling travel agencies to participate on a tour that included Los Angeles, Anaheim, San Diego and Palm Springs. Approximate host value is \$40,220.
- *Discover America Pow Wow Post Fams* - June 13-16 - As the host state for Pow Wow in 1996, CalTour was authorized to conduct four post fam tours. Emphasis was placed on showcasing destinations not previously featured three years ago when San Francisco hosted Pow Wow resulting in excellent exposure for some rural areas that are rarely featured during other fam programs. The Itineraries included the following destinations: 1) Long Beach, Santa Catalina Island, Huntington Beach, Newport Beach, Laguna Beach, Anaheim; 2) Death Valley National Park, Mammoth Lakes; 3) Temecula Valley, Carlsbad, Escondido, San Diego; 4) Shasta Cascade Region, Redding, North Lake Tahoe, Auburn/Foresthill, Sacramento. The four tours attracted more than 100 tour operators from both traditional and emerging markets. Revenue generated from fam tour fees = \$7,500.
- *Getaway Vacations* - November 24-29 - Getaway Vacations represents one of the UK's biggest tour operations. The company selected ten of its top selling retail agents to participate on an educational tour that included San Francisco and Sonoma County. Approximate host value is \$29,689.

Consumer Promotions

- *California Dream Days* - November 1995-February 1996/November 1996-February 1997 - The 1995-96 campaign marks the 12th anniversary of this unique promotion designed to attract Canadian visitors to California during the off-season. Air Canada, the program's sole airline sponsor, annually supports the program through a wide range of promotional activities in addition to sponsoring the discount directory. In 1995-96, the airline invested \$416,310 in the development of counter displays, posters, T-shirts, brochures, newspaper advertising, radio promotions and sporting events. In addition, Air Canada utilized its sponsorship with the California Dream Days program to support a promotion involving California Wines which resulted in a supplemental investment of \$151,000.

Miscellaneous Trade Development Activities

- *Canada Sales Calls* - November 4-8 -- In an effort to provide exposure for the annual California Dream Days (CDD) Campaign to the travel trade in Eastern Canada in the absence of a sales mission, CalTour conducted sales calls on 25 top producing retail and corporate travel agencies in Montreal and Toronto. Air Canada, sponsor of the CDD Campaign, provided assistance in identifying its top agencies.
- *Duetsche Reiseburo (DER) Reisiakademie* - November 22-December 5 – Los Angeles was selected to host the 24th annual DER Reiseakademie. DER, the largest tour operator in Germany, selects 600 of the most qualified retail travel agents from throughout Germany each year to participate in this exceptional program. A long list of sponsors supported the program including CalTour. A number of pre and post educational tours were conducted by the AmericanTours International, a key organizer for the program, for which CalTour provided consultation.

Foreign Offices

- CalTour continued its presence in the United Kingdom, Germany and Japan by maintaining representation services through contractual agreements. The UK and Germany offices continue to operate under a partnership agreement with the convention and visitors bureaus of Los Angeles, San Diego, San Francisco, Anaheim/Orange County and Palm Springs. The Japan representation involves solely a CalTour contract. Following are some of their key accomplishments during 1996:
 - facilitated 12 educational tours
 - provided assistance in coordinating two sales missions
 - organized a California presence at numerous trade shows
 - conducted educational seminars for retail travel agents
 - conducted sales calls on key tour operators
 - distributed destination planning information for the state and specific destinations to the travel trade, media and consumers
 - provided analysis of tour operator packages to California

- provided market trend reports
- generated leads for destinations to assist tour operators in developing programs
- developed and distributed California newsletters to the travel trade and media
- influenced incentive tour operators to select California destinations for specific programs

Media Relations

- CalTour organized the state's third media blitz to New York City, adding Washington, DC to the itinerary, February 26 - March 1, 1996. This trip included 28 delegates representing 27 California destinations, attractions and sightseeing companies who met with 100 travel trade and consumer press in New York City, and 30 press in Washington, DC. Comments on evaluations completed by delegates were very positive, supported by the fact that 20 of the participating companies are returning for the 1997 media blitz to New York City and Chicago planned to occur February 24-28. In addition to developing relationships with the eastern-based media, actual leads and story placement resulted from the media blitz in the following outlets: *Travel and Leisure*, *CNN*, *The Travel Minute*, *Parents*, *Tennis*, *Washington Post*, *Bimbaum's Disney Guide*, and *USAE News*.
- Individual press trips were organized by CalTour throughout California for domestic travel writers, and journalists and broadcasters from Belgium, Canada, Germany, Italy, The Netherlands, and the United Kingdom. One such trip was for travel broadcaster Chris Hawksworth of the United Kingdom. Mr. Hawksworth was on assignment with *Classic FM Radio* and *BBC Breakaway* to do features about San Francisco, Sonoma County and the Napa Valley. The press trip was conceived at World Travel Market in London and conducted in cooperation with The Seagram Classics Wine Company, owners of Mumm Cuvée Napa and Sterling Vineyards.
- Approximately 600 journalists were assisted with information for travel and tourism articles, broadcasts and travel guide books on California. One example of assistance was an article that appeared in *The Los Angeles Times* travel section on Sunday, May 12 which mentioned CalTour's toll-free number. Nearly 3,800 calls to the fulfillment house were received as a result of that single article, with call counts up an average of 500.
- Each quarter, *What's New In California*, a major roundup release about new developments in California tourism was sent to approximately 1,800 national and international writers, editors and broadcasters. The press release is well received by the media. For example, it is regularly used by *Senior Travel Tips* and *Travel Agent*, among other publications. It has also become a regular component of *Touring Information* produced by the California State Automobile Association for distribution to their more than 90 offices throughout Northern California and Nevada. A special edition of *What's New In California* was developed for the 1996 Discover America International Pow Wow and translated into German, Spanish and Japanese. And yet another version was translated into German and distributed to the travel agents and press attending the DER Travel Academy in Los Angeles, November 22 - December 5, 1996.



- Four editions of *Insights*, a newsletter which informs California travel companies and destinations on how they can take greater advantage of CalTour's services and programs were written and distributed to approximately 6,000 organizations and individuals. A new and improved, four-color newsletter will debut in January 1997.
- Fifteen press releases and media advisories were distributed to the travel media about CalTour programs, publications, promotions and research findings; and in response to natural disasters and situations that might otherwise have adversely impacted tourism in California.
- Newsclips collected by a newsclipping analysis service (January - November 1996) totaled more than 4,500 articles featuring California destinations or tourism issues with an ad equivalency value of \$20 million. Approximately 1/8th of these articles were generated by writers who had direct contact with CalTour, meaning that about **\$2.5 million in direct ad equivalency** was generated from the \$135,000 spent by CalTour on publicity development. And, since editorial space is widely recognized to have a 10 to 1 value in relation to advertising space, a potential value of **\$25 million in equivalent advertising space** is estimated to have been generated by CalTour publicity.